

WINTER 2009 ORTHODONTIC PRACTICE MANAGERS' STUDY GROUP
BOOKING FORM

Please complete the following information and send it to the address below, enclosing payment.

Single delegate rate	£190	=	£
Additional delegate(s) rate	£160 x <input type="text"/>	delegates =	£
TOTAL			£

Title Surname Forename

Position

Title Surname Forename

Practice Name

Practice Address.....

Postcode Telephone

Email

Enquiries

For any enquiries, changes to delegate information, and special dietary needs, please contact us on the numbers below.

Venue

BOS HQ – for full details please visit www.bos.org.uk

Fee

Course fee includes lunch and course documentation.

Payment

Cheques should be made payable to **Dynamic Perceptions Ltd** and sent to the address below. For international delegates, bank details will be provided upon request. On receipt, directions and course details will be provided, however, should these not be received, please make contact to confirm your reservation. Dynamic Perceptions Ltd will not be held liable for non-arrival of registration information. All invoice and registration processes must be honoured in full unless cancellation has been received under the terms stated below.

Cancellation

Cancellations must be received on or before 26th November 2009 and will be subject to an administration charge of £90. Regrettably, no refund will be provided for cancellations after this date.

Registration

From 8.30 am. The course begins promptly at 9.15 am and concludes at 5.00 pm.

Accommodation

If you require accommodation, please contact us or the BOS office to recommend hotels in the area. Please note, it may be necessary for reasons beyond the control of the organisers to make changes to guest speakers or the content and timing of the programme.



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EARN 5 HOURS VERIFIABLE CPD

THE ORTHODONTIC
MANAGERS' STUDY GROUP
WINTER 2009

For motivated managers with the desire to
improve their skills and to steer their
practices to success

10th December 2009
at BOS HQ, London



...small changes can yield significant results...



"Praise is like sunlight to the human spirit; we cannot flower without it."

Jess Lair, author

Quick to praise or quicker to criticise?

Good managers should understand the worth of both to ensure they get the best out of their staff. Attending this event will lift the lid on appraisal and disciplinary processes and allow you to excel at both.

Lina Craven from Dynamic Perceptions will lead the first interactive session of the morning giving delegates the opportunity to discuss their approach to appraisal and to share ideas about which formats work in their practices. This is a hands-on session; delegates are encouraged to bring along their appraisal documentation to discuss, review and share.

We will focus on professional development objectives for every member of your team as well as highlighting the skills required to manage their performance effectively. We will cover the main issues of setting objectives and giving feedback. This session will allow you to gain a better understanding of the appraisal system, which inevitably leads to a more robust disciplinary process should the need arise.



Lina Craven

The disciplinary process avoid the pitfalls that could cost you thousands

Phil Green finds law genuinely interesting. He originally qualified as a barrister, is now a solicitor, and has more than 20 years' experience of providing commercial solutions for business problems. He has previously worked for the company that runs BDA-Plus and the BDA itself. His passion for law makes his talks fascinating and easy to understand.

During his session Phil will give delegates an update on any legal issues that affect them and outline a step-by-step approach to the disciplinary process.

The update will cover any relevant changes in HR, H&S and infection control and will be followed by an in-depth review of the disciplinary process. Phil will illustrate how to write a standard letter for disciplinary hearings and how to approach discussing specific issues with staff members before getting delegates involved in a practical-learning workshop with real-life scenarios such as:

- **how to deal with short-term and long-term sickness**
- **misconduct, e.g. persistent lateness**
- **gross misconduct, e.g. stealing - attitude**



WOW! It's NOW...

Dentists have Smile Month and finally orthodontists have an event that raises public awareness of the superb treatments and solutions on offer.

National Orthodontic Health Month is big news in the US and **National Orthodontic Week (NOW)**, which takes place from March 22 – 28, will be launched in the UK next year by the British Orthodontic Society (BOS). It will give practices the opportunity to raise the profile of orthodontics generally, but more importantly, it will provide the ideal platform from which to showcase your own approach and services.

BOS Communications Manager, Tracy Posner, joins Lina Craven to introduce NOW and to outline the promotional campaign which is being developed to launch this new initiative.. Lina will then lead a workshop to help delegates with the design of their own marketing campaign, which can be taken away and put into action. The website to keep an eye on is www.nowsmile.org



Leading producers of internet promotional videos. FooCo directors Hilton Freund and Malcolm Counihan will give a presentation on the latest services available and tell us what's new in worldwide web promotion.

What you will learn

By the end of this OMSG delegates should leave with:

- a better grasp of the appraisal and disciplinary processes
- a greater awareness of managing staff performance effectively
- improved knowledge of how to avoid the pitfalls that could cost thousands
 - a deeper understanding of the legal issues that affect practices
- the confidence to create and put into action a successful marketing campaign in line with NOW